How to Land a Job

Companion Resource

CGNLive: Career

3 Job Search Fundamentals

6 Are You Ready for Your Interview? Tips for Interview Prep

Source: First Beacon Group LLC

Job Search Fundamentals

- LinkedIn — complete the profile, get active, join some groups
- Twitter — follow three people
- Job Boards
  - LinkedIn.com (essential for everyone, 16 yrs and above)
  - Handshake.com (for teens 16 and above, and college students)
  - Indeed.com (esp. for those early on their career path)
  - Idealist.com (for jobs in the nonprofit sector)
  - Alumni job boards (Google your undergraduate/graduate school's career services center, along with the word "alumni")
  - Industry-specific job boards — for example, you get HigherEdJobs.com by Googling "jobs in higher education")
- Meetup.com
- Alumni associations
- Professional associations
- Search firms/placement agencies
- Resume
  - Title it with your name
  - Your customized LinkedIn URL should appear at the top
  - Key words
  - Summary
  - Include any relevant metrics
  - Crisp
  - Error-free
  - Doc or PDF
- Less than one-minute elevator speech
- Calling card

- Networking — 150 meets translates into one offer; referrals are key.
- Job search is a campaign.

> "If you don't get the job, one dark moment doesn't mean a dark lifetime. Set-backs are part of this journey, rejections are part of a job hunt. And they also provide you with feedback, which you can use the next time around."
>
> *Pattie Hunt Sinacole*
> *"Job Doc" Columnist at The Boston Globe*

- Lead with your strengths, minimize weaknesses.
- Never say no to an intro.
- Be gracious and thank those who spend time with you.
- Be prepared with three to five references, prep them before a call.
- Avoid negativity — don't bash former employers, managers, or co-workers.
- Be open and flexible in a challenging job market — it is an uncertain world, always be looking for a job, lifetime employment is over for most of us.
- Twelve jobs in a typical career — change for salary increase, to explore a different field, and/or upward mobility.
- Have your 30-60-90 day plans ready during interviews.
- Network, network, network — even after you land your next role.
- Set goals and re-evaluate regularly.
- Keep skills and knowledge current.
- Seek out mentors and advisors.
- Be positive.
- Think outside the box.
- Education and training is important.

- Establish, maintain and nurture relationships — this is how a strong network is developed.
- Don't burn bridges.
- Check email daily, if not several times per day.
- Practice professional etiquette.
- Give back to others…Karma

"What do you get from a job? Feedback, money, references, skills – and sometimes even fun."

Pattie Hunt Sinacole
"Job Doc" Columnist at The Boston Globe

Are You Ready for Your Interview?

Tips for Interview Prep

Virtual

- Ensure audio and video functions are operational. Most interviewers expect that you will use your video during the interview. Check your WIFI strength, especially if you are participating from a new or unfamiliar location. You should get a reading of 50 or above on fast.com.
- Review your background using the camera function. (Opening Photo Booth on a Mac works, as well.) Do you want to be remembered as the candidate with a messy bedroom in the background vs. the candidate with a bookshelf in the background? Some virtual backgrounds are fine. Test your preferred background in advance. The "blurred" background is usually fine.
- Try to minimize distractions like a dog barking, a family member walking behind you, or a phone ringing.

Face-to-Face/In-Person

- Research parking, estimated travel time and what IDs may be required to access the building. Add extra time to the estimated travel time. Running late can contribute to your anxiety level. Weather can complicate your commute. If you are running late, call/text and apologize. Offer an estimated arrival time.
    - Pro Tip: Schedule a "dry run" of the commuting time to the interview location, especially if the location is unfamiliar to you.

- Shower, brush teeth and avoid heavy perfume or cologne. Do not chew gum or bring a beverage with you. It is OK to accept a bottle of water or a cup of coffee when you arrive.
- Reschedule if you are sick and might be contagious.
- First impressions count. Offer a firm handshake. Ensure your non-verbal communication is strong, including your eye contact, nodding and listening skills.

"It is your job to find out what you are good at, what you like to do and if someone might pay you for that some day. "

Pattie Hunt Sinacole
"Job Doc" Columnist at The Boston Globe

Applies to Both Virtual and Face-to-Face Interviews

- Proofread your resume. Visually, your resume should be clean and crisp and free of typos or grammatical errors.
- Prepare for a range of questions, including "Tell Me About Yourself." Think about how you would respond to questions about your strengths and weaknesses.
- Research the company in advance. Prior to the interview, you should understand the company's business. No one is expecting you to be an expert, but you want to demonstrate that you have "done your homework".
- Check and clean up your social media, if needed.
- Arrive/log on early (five to ten minutes ahead of time). Punctuality conveys professionalism, maturity and a heightened level of interest in a role.
- Have a printed copy of your resume with you, in case you are asked about specifics.

- Pro Tip: Include your customized LinkedIn URL at the top of your resume.

- Dress the part. If you are pursuing a role in a law firm, the attire will be different from what you would wear to a tech start-up. Avoid clothing that could distract from your capabilities.
  - Pro Tip: Dress for where you aspire to be professionally, which may or may not be the current role you are interviewing for. The company's website often conveys what the "dress code" might be.
- Allow plenty of time in your schedule for the interview. You may be asked to meet with others, which would be encouraging.

- Turn off your cell phone to minimize interruptions.

- Prepare questions for the interviewer:
  - Can you describe the company culture for me?
  - Who is your ideal customer/client?
  - Can you tell me how my success would be measured if I were hired? What are the primary contributions that you would expect from me? What about at the 90-day mark?

- When the interview is concluding, ask "What are the next steps?" This question will convey that you expect that there will be next steps, and you will also learn more about the interview process and timing.

- Create a one-page list of your professional references. Include names, relationship (e.g., former supervisor, professor, etc.), email addresses and cell phone numbers.

- Pro Tip: Prepare this document in advance. When you are developing it, make sure it has the same "look and feel" as your resume. You will be able to send it to the hiring representative as soon as they request it. You can also offer it to the hiring representative, if they mention a comment, such as "when we check references." A digital version is preferred, as it can easily be forwarded.